



## Attend livestock educational seminars on March 22

**Release Date: February 13, 2014**

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MADISON – Upcoming educational seminars will take livestock breeders from the history behind the business to the importance of communicating for the future. The Wisconsin Livestock Breeders Association Annual Meeting will include four informative sessions on Saturday, March 22.

The day's events will be held at the Public Events Facility at the Arlington Agricultural Research Station in Arlington. Pre-registration is required.

The opening session at 9:30 a.m. will be led by the 66<sup>th</sup> Alice in Dairyland Kristin Olson. She will discuss the importance of telling agriculture's story and share her experiences from her position as the state's agricultural ambassador.

At 10:00 a.m., Department of Agriculture, Trade and Consumer Protection (DATCP) Livestock and Meat Specialist Jeff Swenson will speak about the history and importance of meat animal agriculture in Wisconsin. He will include how livestock body types have changed to meet consumer demand.

DATCP's Dennis Foelker, DVM, will lead a session on biosecurity at 10:45 a.m. He will discuss how to keep show animals healthy and precautions livestock breeders can take to minimize disease risk.

Finally, at 11:30 a.m. Alexis Nickelotti, Director of Online Communications for the Wisconsin Beef Council, will cover how social media can be used to bridge communication from the farm to the city. She will share how the Council is using social media tools to educate consumers and how everyone can get involved in the effort.

The Wisconsin Livestock Breeders Association will hold its meeting at the conclusion of the educational sessions. The banquet will begin at 12:30 p.m., and the recognition program will be held at 1:00 p.m.

Attendees can visit [www.wisconsinlivestockbreeders.com](http://www.wisconsinlivestockbreeders.com) for the registration form and learn additional information about the educational sessions and annual meeting.

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